

Oceans Of The Week Guidance

Purpose

Oceans of the Week Report (OOTW) keeps NOAA and DOC leadership informed of hot issues emerging in the National Ocean Service. It is not meant to be a report of retroactive activities (except in describing an issue that provides a “heads up” for upcoming sensitive issues and events). It is a report on the status of issues of interest to our leadership. It is meant to keep NOAA and DOC leadership informed, allowing them to anticipate calls from Congress, constituents, and other agencies to eliminate surprises, and make early identification of opportunities. [In short, it should include anything we would be embarrassed not to have informed the leadership about in advance.]

Criteria

Articles in this report should be triggered by these characteristics:

- *Potentially triggers congressional sensitivity/interest.*
- *Holds constituent interest (positive and negative).*
- *Sparks ongoing debate.*
- *Involves interagency coordination/participation.*
- *Potentially triggers DOC sensitivity/interest.*
- *Represents resolution on an issue. (i.e., non-point source pollution exemptions, MPA FACA list, SF NERR designation).*
- *Legislative significance (including proposed rules, ANPR).*
- *Proposed Federal Register rules of particular significance.*

Format

Group under themes: To make OOTW more readable, articles should be organized under appropriate NOS themes (i.e., energy, MTS, ocean and coastal science, CZMA, response and restoration, particular NOAA Programs, constituent outreach). List items in order of priority under each theme.

Concise: Items should be concise, containing only the basic background and controversial/sensitive nature of the issue, as well as any recommended actions. Leadership

can follow up with the point of contact (POC) for additional information.

Repeat items: Repeat and update articles in subsequent editions to monitor the progress of an issue (e.g., legislation, CZMA appeals, oil spills). Keep a succinct paragraph outlining the basic issues. Add a “status” paragraph reflecting changes. Removal of an article is at NOS’s discretion.

POC: Include a program person point of contact and e-mail address and/or phone number for each article.

Specify external contacts: If mention is made of congressional briefings or congressional inquiry, include name of members and staff.

Other News: This section can include miscellaneous items that do not fall in other categories (e.g., NOAA Science Camp, Sanctuary Visit by First Lady).

Upcoming Events: Note upcoming events that will involve DOC, NOAA or NOS leadership participation including name of event, participant, date, location. PCO rep can serve as the POC for this section should questions arise.

FOIA: The FOIA report tracked by M&B is included in each issue of OOTW.

WEBCIMS Report: The WEBCIMS database status report on overdue folders is included in each issue of OOTW.

Submitting Articles to OOTW

Liz Davenport or her alternate from the *Program Planning & Analysis Division* is the lead for OOTW and generally aware of emerging hot issues appropriate for the weekly report. PPAD will contact office directors and designated staff for submissions.

Office Directors should contact PPAD if they identify a hot issue that may not have received NOS attention to date, and therefore might not have been identified at the front office. Directors

will be sent a reminder to submit appropriate items at their discretion.

PCO has a unique downtown perspective and will have insight on cross-line issues that need to be included, or issues of particular interest to NOAA leadership from their observations. It is *PCO's* responsibility to write up these items and submit them to the PPAD.

Legislative Affairs staff handling NOS issues will be requested to send in new legislative items of interest to NOS. More often, legislation progress or appeal processes will need to be updated on a weekly basis. A brief general description should remain week after week to remind our audience of the main issue, and a "status" paragraph should be added to provide an update on that item.

NOS Public Affairs provides yet another perspective of upcoming issues worthy of NOAA leadership attention (e.g., Asian oyster report release, upcoming events with NOS participation). These items are to be summarized and submitted to PPAD for inclusion.

Process

This report will be distributed biweekly. PPAD is the POC for all potential OOTW report articles. By Thursday every other week, PPAD submits OOTW to Craig McLean for review. OOTW should be distributed biweekly by noon on Friday.

Recipients

NOAA

Conrad Lautenbacher
Dr. Jim Mahoney
Scott Rayder
Tim Keeney
Eldon Hout
Bill Brennan
Stephanie Bailenson
Jim Walpole
PCO (Richard Ohlemacher, Jennifer Koss, Scott Kuester, Josh Foster, Tim Ross)
Carla Sullivan
Steve Meyers
Madelyn Applebaum
Jordan St. John
Bob Hopkins
Scott Smullen

Jane Chalmers
Mark Rutzick
Brian Pawlak
Bill Hogarth
John Oliver
Rebecca Lent
Gary Reisner
Emily Lindow
Gail McGee
Erika Wilson
Director of Legislative Affairs (Brook Davis Acting)
NOS Office and Center Directors
cc: Rick Spinrad, Jack Hayes, Jocelyn Martin, Alan Neuschatz, Betsy Nicholson, Nell Codner, PPAD, Jennifer LaBarre, and April Roberts

DOC

John Ackerly (DOC PSP)
Lisa Camooso (DOC PA)
Matt Englehart (DOC PA)
Legislative Affairs (TBD)
Policy Person (TBD)
John Webb (DOC Budget)
Barbara Retzlaff (DOC Budget)

Archive of OOTW Issues

An Intranet website will offer archived issues of OOTW for reference. The web site is located on the NOS Intranet under *Administration/NOS AA's Reports*.